

Proposed Liquor Legislation

Opposed

To: General Law Committee Members

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From: Theresa Rogers
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I love my customers, but I adore my Sundays. After you have had those 6 days of listening to the distributors telling you - you took a credit twice - their going to hold your order; or your employee was in a bad mood you love just turning off that part of the brain for sunday and doing something for yourself. Whether is be Golfing, watching your favorite movie or cooking a creative meal. On the other hand, how many times has there possibly been an emergency on a Sunday with a family member and you had to take them to the hospital and wow you look and their is NO gas in the car. So, no problem, we just run to our closet gas station and fill up - but oh wait - what if gas stations had to be closed on Sundays what would you do? How would help your family to the hospital?

I am Theresa Rogers and have been in the wine business since 1978 and have worked on the streets of NYC as a commission salespeople before women exhisted in this business. There were occasions where stores did not want me to call on them as I was taking business away from Men. I kept after my career and ended up working for a supplier, and then developed a brand called Bollini Chardonnay the first italian chardonnay under \$10. a bottle to be marketed and distributed around the country. I have had to work in markets that had all different laws. You learn to work within the terms.

I purchased my first store in 1986 and sold it in 2005 and purchased Horseneck Wine and Liquors in 1989 (as it was on a 10% per year decline for the past three years and was about to close) I rejuvenated the store by working with the community, educating and knowing what and how to buy. With this said, especially after the market crash in 2008 which hit many areas very hard, believe it or not, Greenwich and lower Fairfield being one of them as we are the bedroom community for New York City and are extremely financially and hedge-fund driven. At least 45 homes in the Town went into foreclosure. The Internet has also taken a large bite out of all of us. Consumers like to shop online and find it convenient to have a box

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arrive on their door. Wineries in California are shipping more than ever to clients that, even though they are loyal, go to the valley and sign up for the "wine clubs" in the tasting rooms and even though those wineries have an agreement not to ship inot Ct. since they are contracted with a Distributor. Our UPS driver confirms how many cases of wines he delivers each day to homes in our area. Even after you explain to the customer that the wines are available and would cost less as they would not be paying for shipping they still like the feeling of the wine experience from the winery. You wan revenues; get the shipping records and make sure the State is properly being sent their appropriate sales tax monies. The consumers are changing and we have to change with them. Over the course of the number of years that NY has been allowed to be open on Sundays and Holidays the store across the border (land and building owned by the store - so no rent) can take advantage of quantity discounting and because they were open on Sundays more consumers have discovered their existence. Consumers that do not have a discriminating taste can pick up a case of wine that is very drinkable (as there are very good wines being made from around the world now that are not expensive) when the only day they have to shop is Sunday as they are working around the clock to keep their families fed and going to sporting events that their children are involved with on a Saturday. We have to know that our world is about servicing the consumer and working on their schedule. Yes, in many ways, you can train your consumer and by offering delivery during the week it makes their life easier and helps us keep clients happy. Every so often their is an impormptu party happening at someone's house on a Sunday and they need a place to buy their liquor and wines. Wine has become such of an everyday beverage for households and so many people walk around saying "mu husband knows so much about wine"- how many times do we here that. We have to make the best of this and keep the consumers.

Theresa Rogers Matthews